

NOS Regional Programs & Coordination

Management and Opportunities

☀ Foundation

- ☀ Continue growth of regional outreach and coordination of regional field representatives and facilities
- ☀ Invest in new initiatives and programs to enhance national ocean service missions



Regional Client Growth and Demand

- ⚙ **Growth in Marine Transportation**
- ⚙ **Greater Reliance on Real Time Navigation Aids**
- ⚙ **Tremendous Growth in Public and local Government Reliance on NOS Storm and Hazard Information**
- ⚙ **Growing Reliance on Global Positioning Systems for Commercial-Recreational Use**
- ⚙ **Growing State and Coastal Community Demand to Deal with Population Growth, Coastal Loss, and Sea Level Rise**
- ⚙ **Growth in Spill Response, Cleanup and Restoration of Coastal Areas**

Challenge:

Someone will Meet the Need

- ☼ Coastal and ocean areas are a focus for regional and local attention for many institutions
- ☼ Other Federal Agencies with Differing Agency Mission and Goals
- ☼ State and Local Governments without national perspective or external cooperation or coordination



We Have Turned the Corner

- ☼ We have created an identity and organization that is increasingly local
- ☼ We have real and virtual presence across the country, and the world
- ☼ The time is at hand to step out to local support, local congressional involvement and local program building

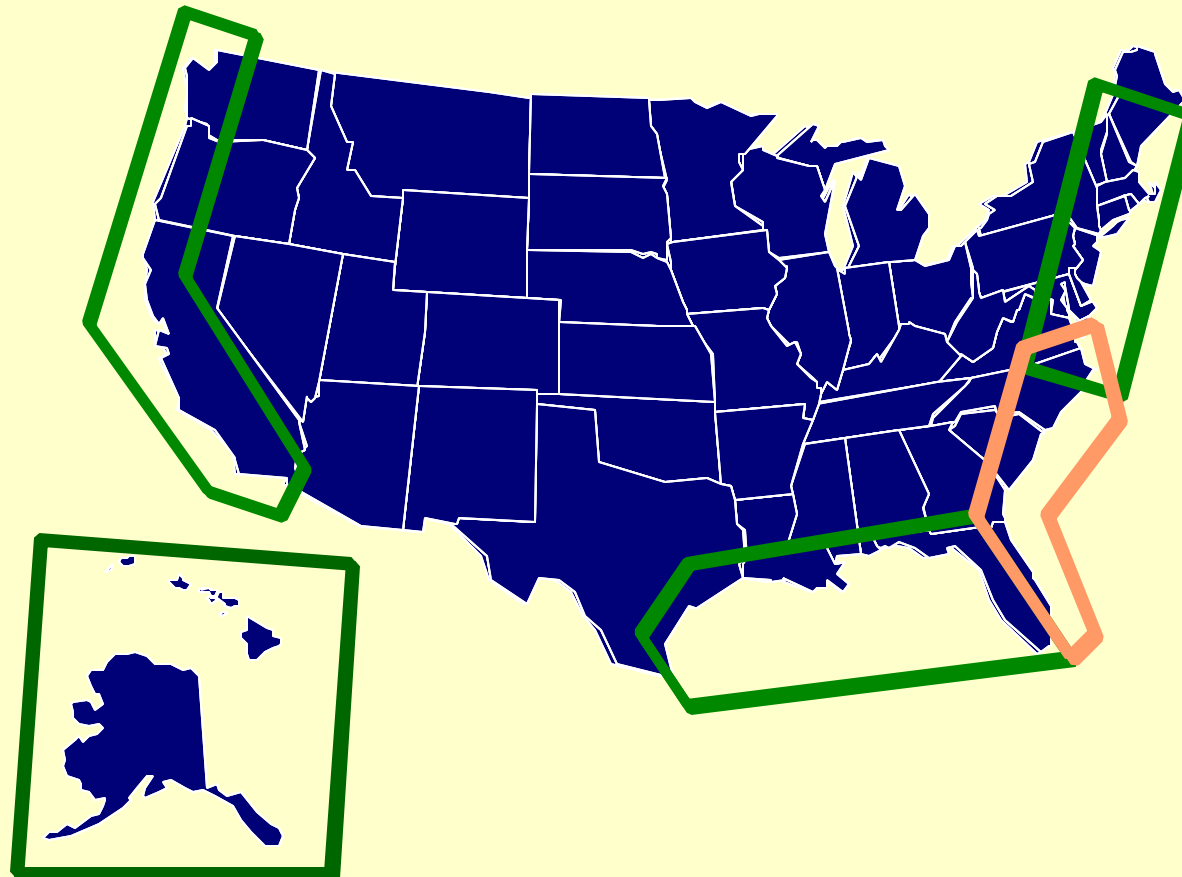


Positioning Ourselves

- ⚙ **Regionalization is Driving Force in Other Organizations in and out of NOAA,**
- ⚙ **NMFS,**
- ⚙ **NWS,**
- ⚙ **USGS,**
- ⚙ **MTS Report Recommendation,**
- ⚙ **NGOs,**
 - ⚙ **AWO,**
 - ⚙ **NFWF**



Where To Go First?



*NOS Regional Programs &
Coordination
November 29, 1999*

First

- ☀ Grow our local/regional identity
- ☀ Create a better understanding of who we are, where we are and what each of us can offer
- ☀ Use each office's local presence and skills and contacts to enhance all of our efforts
- ☀ Expand our support of our programs by working with our users, congressional offices and fellow agencies in local settings
- ☀ Listen to our constituents about their local needs

Second

- ☼ Use each program initiative and opportunity to capitalize on NOS presence
- ☼ Enhance the value of holdings
 - ☼ NOS reserves and sanctuaries
- ☼ Promote the value of our management programs
 - ☼ The CZM program in providing service and technical support
- ☼ Grow/promote the value of our services
 - ☼ Nautical charts, our PORTS program, and our world class expertise in GPS and surveying

Look for the Opportunities

- ⚙ **Expand the NOS outreach and corporate image**
 - ⚙ **The Coastal Service Center, NOS coordination program and NGS advisor/coordinator program**
- ⚙ **Foster our expanding scientific and cooperative institutes nationally**
 - ⚙ **New Hampshire**
 - ⚙ **Beaufort**
 - ⚙ **Charleston**
- ⚙ **Look forward at the national landscape**
 - ⚙ **Political**
 - ⚙ **Coastal hazards- storms, spills, algal bloom contaminations**
 - ⚙ **Other user needs**

Realities

- ⚙ Funding
- ⚙ Identities/jurisdictional issues
- ⚙ Our infrastructure
- ⚙ Focus on the local need/challenges

“Play What We Got to
Where We Make it Count the Most”

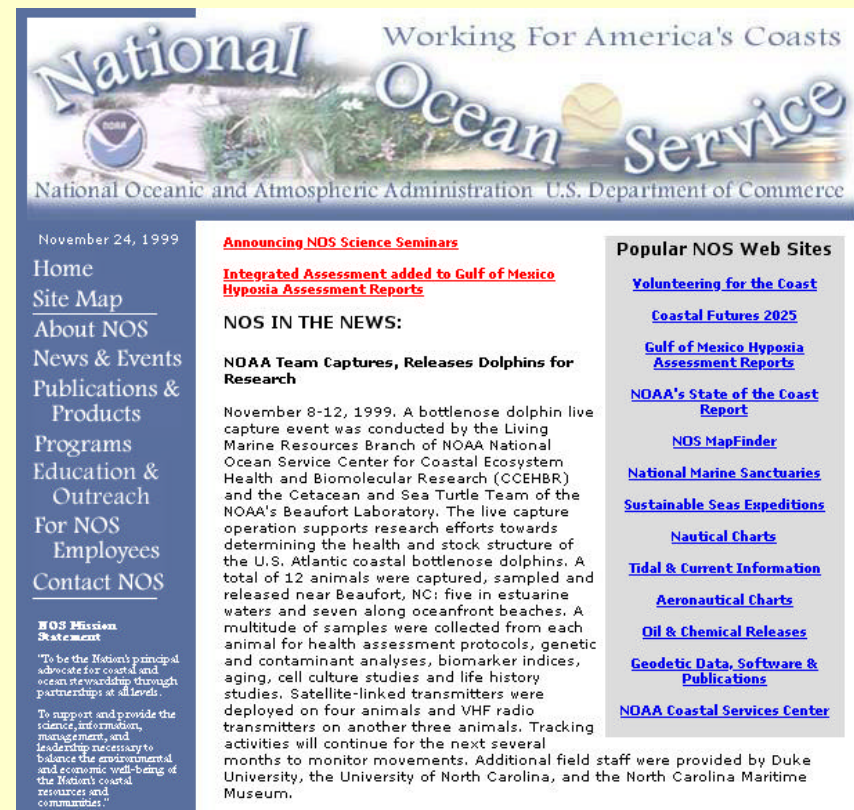
Technologies

- ⚙ Remote sensing
 - ⚙ GIS and training
 - ⚙ Electronic nautical charting
 - ⚙ Advanced chemical analysis capabilities
- ⚙ Web based tools
 - ⚙ Web casting
 - ⚙ Web talk forums
 - ⚙ Web based data sharing



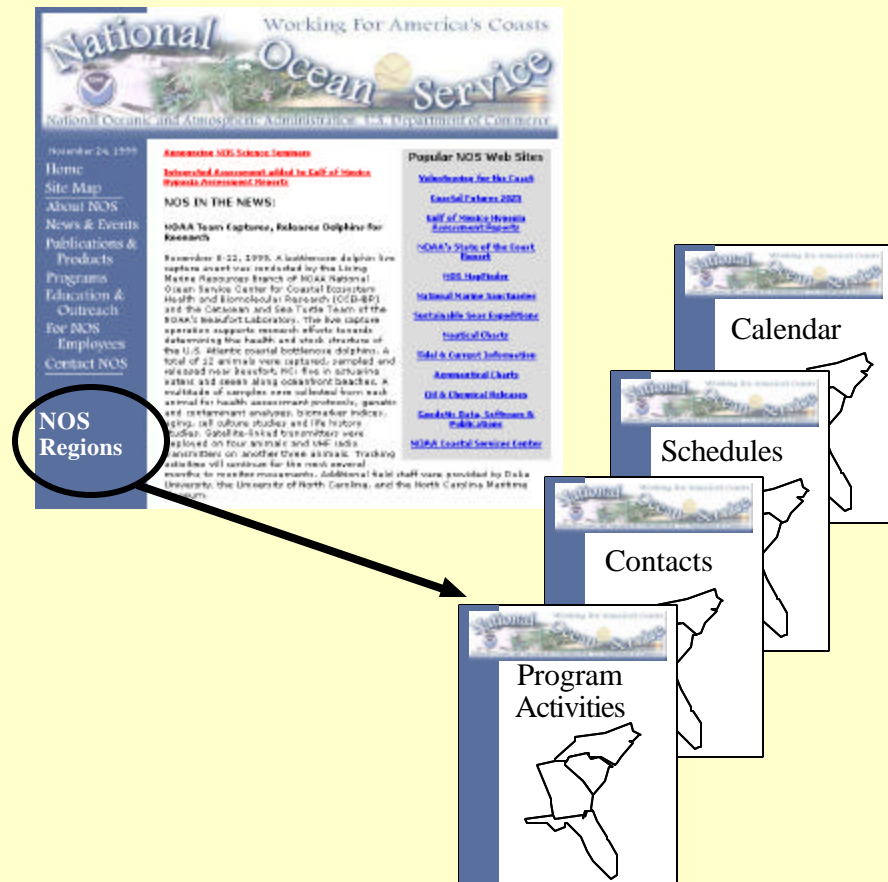
Use of the Web

- ☀ Increasing our capacity for communications
- ☀ Using one mechanism for communicating within NOS and among our partners, customers and the public
- ☀ Using it for local and regional support



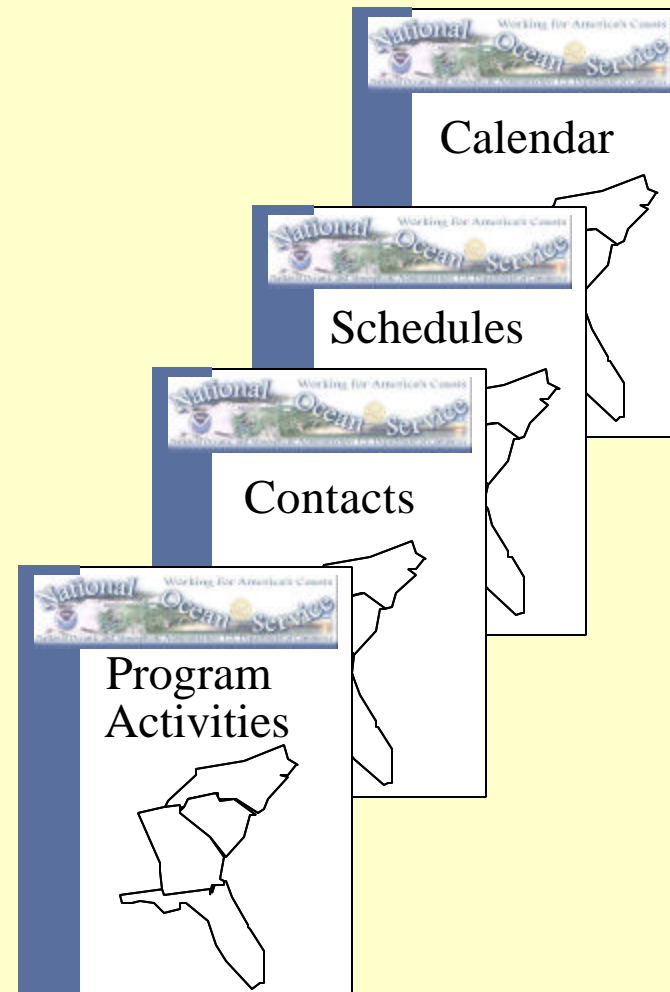
Grow our Communications

- ☀ Add links to the region from the NOS Web Site
- ☀ Customize regional pages to meet the needs of each region



Grow our Communications

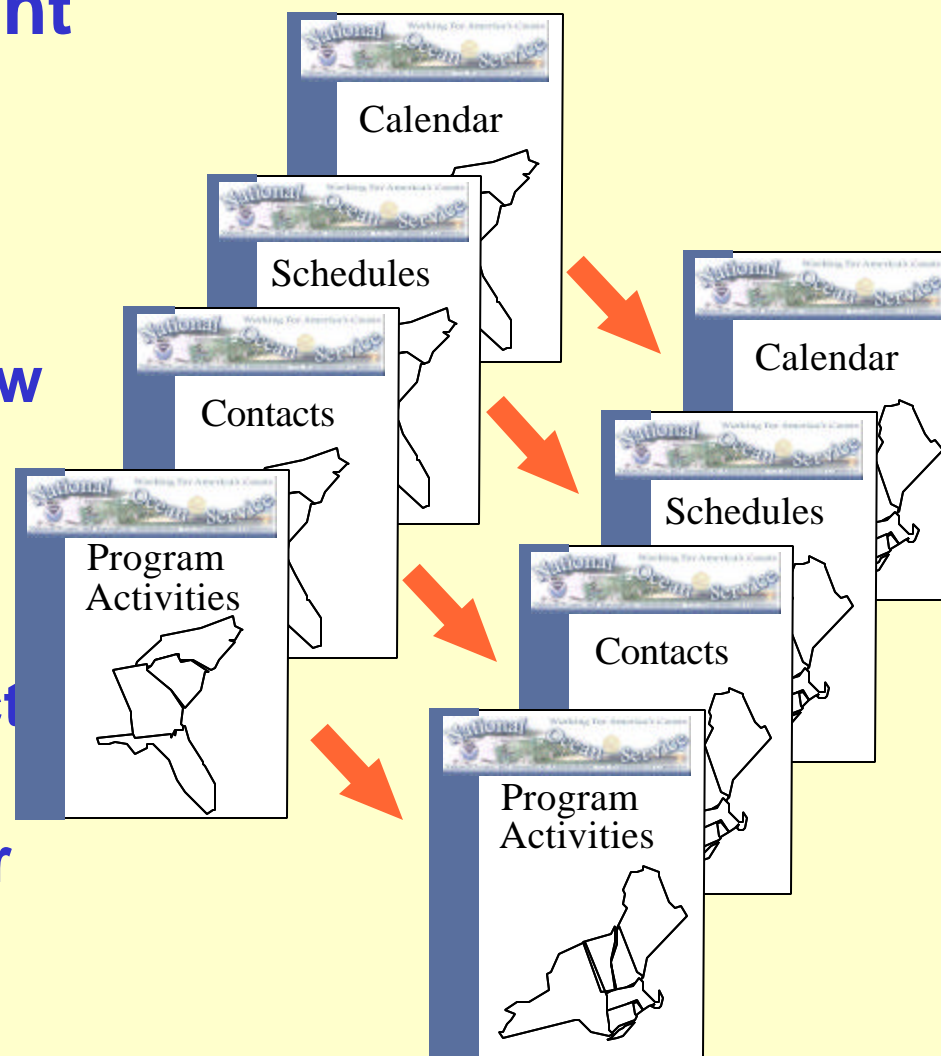
- ⚙ **Prototype and Test a Series of Web Pages Designed for each Region**
- ⚙ **Appropriately Links to the NOS Home and Program Office Web Pages**
- ⚙ **Includes Location and Contact Information of each Regional/Field Office**



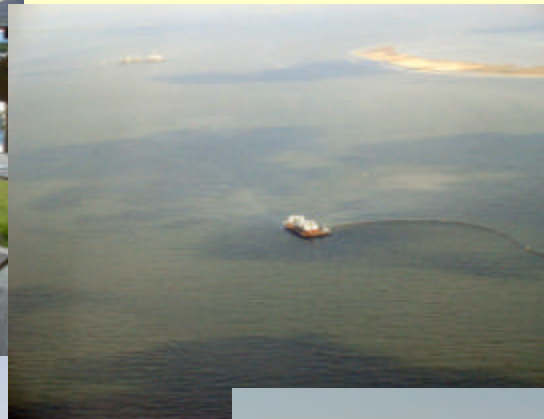
Grow our Communications

Field Test and Implement Regional Pages

- ☀ Release a prototype regional site for one region for internal review (Feb/Mar)
- ☀ Make corrections/changes (Jul/Aug)
- ☀ Launch the final product (Oct/Nov)
- ☀ Develop pages for other regions (Oct/Nov)



Learn, Grow, Move Forward



*NOS Regional Programs &
Coordination
November 29, 1999*